

# ***Public Service Announcement***

## **Individual Event**

### **Regulations**

- Refer to National Competitive Event Guidelines for description and procedures.
- Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well-organized, contain substantiated statements and are developed in an acceptable business style.
- Submissions should be clearly labeled with the name of the team members, school, state and event title.
- **The Statement of Assurance event form must be submitted to the RLC host by the third Friday in January or to the State Office by the first Wednesday in March.**

### **Eligibility**

- Each local chapter may submit one (1) entry that may be created by an individual or by a team of two (2) or three (3) members.
- No more than one (1) team member may have competed in this event at a prior NLC.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- At least one team member **MUST** participate in the presentation at SLC.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

### **Procedure**

**The 2014 topic will be:** *Exercising/Eating Right*

- Public service ads (PSA) or public service announcements are basic messages to the public that raise awareness on a specific social issue. This event recognizes FBLA members who demonstrate the ability to research a topic (issue) and create an original and informative thirty (30) second PSA video, raising awareness and/or evoking a changed attitude toward the issue.
- The presentation is an explanation of the topic research, script development, and video production.
- The PSA must be shown to the judges. The presentation should include, but not be limited to: the team's objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used; and copyright issues with pictures, music or other items.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

### **Administration of Events**

<b>RLC</b>	<b>SLC</b>
DVD or Flash Drive (2 copies) containing a copy of the video to be submitted along with SIX (6) standard file folders each containing copies of the script must arrive at the RLC host school by <b>the third Friday in January</b> or the participant will be disqualified.	DVD or Flash Drive (2 copies) containing a copy of the video to be submitted along with SIX (6) standard file folders each containing copies of the script must arrive at the state office by <b>the first Wednesday in March</b> or the participant will be disqualified.
All competitors will have up to five (5) minutes to describe the project and show the video.	All competitors will have up to five (5) minutes to describe the project and show the video.

Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the chapter.	Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the chapter.
	The top 8 finalists will present again present to determine the final rankings.
Schedules will be posted at RLC, not before.	Finalists and schedules will be posted at SLC, not before.
Five minutes will be allowed for the setup of equipment. Each individual must provide their own computer and projection device (or tablet, television and DVD player) for the presentation including a copy of the program.	Five minutes will be allowed for the setup of equipment. Each individual must provide their own computer and projection device (or tablet, television and DVD player) for the presentation including a copy of the program.
All team members should participate in the performance; a minimum of one member must present.	All team members should participate in the performance; a minimum of one member must present.
All team members must be registered for RLC.	All team members must be registered for SLC.
Top THREE finishers advance to NLC competition.	Top THREE finishers advance to NLC competition.

### **Performance Event with Judge Q & A**

**Teams will have five (5) minutes to describe the project and show their video to a panel of judges. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (5) minutes.**

**Following the presentation, judges will conduct a three (3) minute question-answer period.**

### **Judging**

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



# FBLA PUBLIC SERVICE ANNOUNCEMENT

## Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Video Presentation</b>					
Topic (social issue) fully and properly researched and demonstrated in video	0	1-3	4-7	8-10	
Video is clear and concise (does not exceed 30 seconds)	0	1-5	6-10	11-15	
Elements included in PSA video are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Audio and visual elements coordinated and complimentary	0	1-5	6-10	11-15	
Video is effective at informing and/or evoking a changed attitude towards the issue	0	1-3	4-7	8-10	
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-5	6-10	11-15	
Transitions are effective and appealing	0	1-3	4-7	8-10	
Audio Editing <ul style="list-style-type: none"> <li>Good quality</li> <li>Appropriate volume</li> </ul>	0	1-3	4-7	8-10	
Proper Use of Video Technology <ul style="list-style-type: none"> <li>Video uses multiple camera angles</li> <li>Video is smooth and steady</li> <li>Video is in focus</li> </ul>	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>	<b>/150 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over five (5) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines					
<b>Total Points</b>	<b>/150 max.</b>				

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: